

SPECIFICATION AMENDMENTS

Please replace the paragraph beginning on page 15, line 24 with the following replacement paragraph:

Thereafter, the receiver 16 may receive a database of advertisements that may be termed a draft Local Electronic Guide to Advertising Resources (LEGAR) as shown in ~~Figure~~ block 86. In particular, one or more servers accessible from the client 16 may include a plurality of databases adapted to particular client 16 characteristics. For example, some of the databases may include advertisements in English and others may include advertisements in other languages such as Spanish. Some databases may include advertisements that are suitable for display on particular types of receivers such as radio-equipped receivers, television-equipped receivers, and desktop or laptop computers as opposed to handheld computers, as a few examples. In addition, the databases may be specifically adapted to particular media types or other receiver characteristics.